

AMENDMENTS TO THE SPECIFICATION

Please replace the “Related Applications” section at page 1, lines 4-26, with the following amended version.

CROSS-REFERENCE TO RELATED APPLICATIONS

The present application is related to and incorporates by reference in their entirety the following applications:

U.S. Application 10/735,309 App. No. [to be assigned] filed on December 12, 2003 and entitled METHODS AND SYSTEMS FOR NETWORK BASED CAPTURE OF TELEVISION VIEWER GENERATED CLICKSTREAMS and now issued as U.S. Patent 7,617,508 (Attorney Docket 02280);

U.S. App. No. 08/779,306 filed on January 6, 1997 and entitled METHOD AND SYSTEM FOR TRACKING NETWORK USE (now abandoned) (Attorney Docket 95003);

U.S. App. No. 09/496,825 filed on February 1, 2000 and entitled METHOD AND SYSTEM FOR TRACKING NETWORK USE and now issued as U.S. Patent 6,983,478 (Attorney Docket 95003 CON);

U.S. App. No. 10/017,742 filed on December 14, 2001 and entitled SYSTEM AND METHOD FOR UTILIZING TELEVISION VIEWING PATTERNS (Attorney Docket 01341);

U.S. App. No. 10/017,640 filed on December 14, 2001 and entitled SYSTEM AND METHOD FOR IDENTIFYING DESIREABLE SUBSCRIBERS and now issued as U.S. Patent 7,212,979 (Attorney Docket 01342);

U.S. App. No. 10/016,988 filed on December 14, 2001 and entitled METHOD AND SYSTEM TO PERFORM CONTENT TARGETING and now issued as U.S. Patent 7,444,658 (Attorney Docket 01371);

U.S. App. No. 10/017,111 filed on December 14, 2001 and entitled METHOD AND SYSTEM FOR TARGETED INCENTIVES (Attorney Docket 01372);

U.S. App. No. 10/017,630 filed on December 14, 2001 and entitled SYSTEM AND METHOD FOR DEVELOPING TAILORED TELEVISION CONTENT RELATED PACKAGES and now issued as U.S. Patent 7,587,323 (Attorney Docket 01378);

U.S. App. No. 10/036,677 filed on December 21, 2001 and entitled METHOD AND SYSTEM FOR MANAGING TIMED RESPONSES TO A/V EVENTS IN TELEVISION and now issued as U.S. Patent 7,086,075 (Attorney Docket 01421);

U.S. App. No. 10/036,923 filed on December 21, 2001 and entitled SYSTEM AND METHOD FOR CUSTOMIZING CONTENT-ACCESS LISTS and now issued as U.S. Patent 7,020,652 (Attorney Docket 01424); and [[AND]]

U.S. App. No.10/037,005 filed on December 21, 2001 and entitled SYSTEM AND METHOD FOR STORING AND DISTRIBUTING TELEVISION VIEWING PATTERNS (now abandoned) (Attorney Docket 01442).